

What is claimed:

1. A data network communication system for presenting advertisements to a user comprising:

5 a user network processing device operable to transmit at least one user request for an advertisement and present advertisements served in response to the user request for an advertisement to the user;

a content provider server having a local ad delivery engine with local ad campaign data, the content provider server being operable to receive the user request for and advertisement, and transmit an advertisement to the user in response to the user
10 request for an advertisement;

a central ad planning server having a database operable to store central ad campaign data, the central ad planning server being operable to periodically transmit at least a portion of the database to the content provider server to update the local ad campaign data.
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2. The system of claim 1 wherein the local ad delivery engine is operable to select an advertisement from the local ad campaign data based on at least one of user data, content data, date, time, host name, available campaigns, targeting data and scheduling data.
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3. The system of claim 1 wherein the local ad delivery engine is operable to periodically receive a campaign data file containing at least a portion of the database from the central ad planning server.

25 4. The system of claim 3 wherein the local ad delivery engine is operable to update the local ad campaign data with data from the campaign data file.

5. The system of claim 1 further comprising a campaign data log containing data relating to advertisements served by the local ad delivery engine.
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6. The system of claim 5 wherein the campaign data log contains data relating to at least one of an advertisement campaign, user data, advertisement placement, host name, date and time.

7. The system of claim 5 wherein the local ad delivery engine is operable to periodically transmit the campaign data log to the central ad planning server.

5 8. The system of claim 7 wherein the central ad planning server is operable to update the database based on the campaign data log.

9. The system of claim 1 wherein the database contains data related to a plurality of advertising campaigns.

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10. The system of claim 9 wherein the central ad planning server is operable to add, modify or delete data relating to at least one of the plurality of advertising campaigns stored in the database.

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11. The system of claim 9 wherein the central ad planning server is operable to generate at least one report based on data contained in the database, the report containing data related to at least one of ad inventory and ad campaign performance.

12 A method of presenting advertisements to a user via a data network
20 comprising:

receiving at least one user request for an advertisement from a user;

transmitting an advertisement to the user in response to the user request for an advertisement via a content provider server having a local ad delivery engine with local ad campaign data;

25 periodically updating the local ad campaign data via a central ad planning server having a database operable to store central ad campaign data.

13 The method of claim 12 wherein the ad delivery engine is operable to select an advertisement from the local ad campaign data based on at least one of user
30 data, content data, date, time, host name, available campaigns, targeting data and scheduling data.

14. The method of claim 12 wherein the ad delivery engine is operable to periodically receive a campaign data file containing at least a portion of the database from the central ad planning server.

5 15. The method of claim 14 wherein the ad delivery engine is operable to update the local ad campaign data with data from the campaign data file.

16. The method of claim 12 wherein the ad delivery engine is operable to maintain a campaign data log containing data relating to advertisements served.

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17. The method of claim 16 wherein the campaign data log contains data relating to at least one of an advertisement campaign, user data, advertisement placement, host name, date and time.

15 18. The method of claim 16 wherein the ad delivery engine is operable to periodically transmit the campaign data log to the central ad planning server.

19. The method of claim 18 wherein the central ad planning server is operable to update the database based on the campaign data log.

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20. The method of claim 12 wherein the database contains data related to a plurality of advertising campaigns and the central ad planning server is operable to add, modify or delete data relating to at least one of the plurality of advertising campaigns stored in the database.

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21. The method of claim 20 wherein the central ad planning server is operable to generate at least one report based on data contained in the database, the report containing data related to at least one of ad inventory and ad campaign performance.